

# COMMUNITY ARTS GRANTS GUIDELINES – 2018

## WELCOME

The City of Carlsbad Cultural Arts Office serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad and the Northern San Diego County region. As a component of many services and activities, the Cultural Arts Office manages funding programs to provide financial support to organizations, schools and individuals for various projects through a competitive application and review process.

The Community Arts Grants program supports projects and activities that provide and support quality arts and cultural programming within Carlsbad. Our purpose is to:

- Reinforce the artistic and cultural opportunities and experiences for our residents;
- Provide arts education and lifelong learning opportunities for all ages;
- Support local and regional arts and cultural organizations as an important component of the economy and quality of life in Carlsbad and Northern San Diego County;
- Encourage new arts programs and organizations in Carlsbad;
- Celebrate and promote Carlsbad as an exciting, vibrant and creative community destination for visitors and tourists throughout the world.

## 2018 OVERVIEW

**Deadline for regular 2018 cycle grant applications is Monday, Oct. 30, 2017 at 4 p.m.**

**Applications will only be accepted online at [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts)**

- \$80,000 in funding available
- All funds will be disbursed in a first payment of 80% of award after review of applications, and final 20% of award will be disbursed upon receipt of completed final report (due 30 days after completion of project)

## ELIGIBILITY

- Programs and activities supported must take place in the 2018 calendar year, Jan. 1 – Dec. 31, 2018
- All funded activities must take place within the City of Carlsbad. The Cultural Arts Office reserves the right to negotiate the location of grant-funded activities
- All applicants, including fiscal agents, must be not-for-profit, tax-exempt organizations, as determined by either the Internal Revenue Service or the California State Franchise Tax Board
- When partnering, only one application may be submitted for that particular project involving both parties
- For Arts In Schools, projects may not include partnership with Arts Organizations. If a school would like to partner with an arts organization for a project, the organization must be the applying party.
- Frequently Asked Questions are included as Appendix 1.

## FUNDING CATEGORIES

Funding will be organized by the applicant's type of organization, then into available category or categories for that organization type. Each category will have a maximum funding limit.

- **Arts Organizations, including Fiscal Agents of Individual Artists**
  - Capacity Building - \$5,000 maximum award
  - Arts Projects - \$10,000 maximum award
  - Arts Education - \$5,000 maximum award
- **Educational Institutions and Affiliated Groups**
  - Arts in Schools - \$1,500 maximum award
- All organization types (Outside of regular grant cycle – more information will be available in November, 2017)
  - **Special Opportunities** - \$500 maximum award

## ARTS ORGANIZATIONS

- Arts Organizations are registered 501(c)(3) nonprofit organizations
- Applicants may apply to one or both for the Capacity Building and the Arts Projects, but may only apply to Arts Projects OR Arts Education. Possible application combinations include:
  - Arts Projects and Capacity Building
  - Arts Education and Capacity Building
  - Only one application in either Arts Projects, Arts Education or Capacity Building
- No organizations may submit multiple applications in any one category per funding cycle

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## PROJECTS THROUGH FISCAL AGENT

- Organizations or individuals who wish to apply for funding but do not have not-for-profit status may apply through a fiscal agent
- Fiscal agent will be responsible for receiving awarded funds and dispersing to the applicant with a service fee no more than 10% of the amount awarded to the applicant, if any
- An organization who acts as a fiscal agent is still eligible to apply for a Community Arts Grants for its own programs
- Any individual artist receiving funding through a fiscal agent must be 18 years of age on or before Oct. 1, 2017

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## ARTS ORGANIZATIONS – CAPACITY BUILDING

- Capacity Building grants have a maximum award of \$5,000
- Capacity Building grants are designed to help an arts organization with actions that improve effectiveness in terms of organizational and/or financial stability, strengthens community impact, or supports the execution of nonprofit's missions more effectively
- Capacity Building grants will only be awarded to organizations residing in Carlsbad
- These grants cannot be utilized for public performances, exhibitions, workshops, residencies, lectures or other programs that would fall under the Arts Projects category
- Some examples of capacity building include:
  - Professional development for staff and board members
  - Opportunities for peer learning, networking or leadership development
  - Creating or re-examining organizational plans
  - Initiating collaboration with other nonprofits
  - Developing new sources for earned income
  - Utilizing support for high-impact projects

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## ARTS ORGANIZATIONS – ARTS PROJECTS

- Arts Projects grants have a maximum award of \$10,000
- Arts project requests are for specific arts project activities such as performances, exhibitions, residencies, workshops or lectures that provide arts opportunities that take place in Carlsbad
- Arts projects grants are not for general operating support, and awards must be clearly shown to be used for specific project support
- Any partnership with an individual or organization must include a letter of agreement from partnering entity

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## ARTS ORGANIZATIONS – ARTS IN EDUCATION PROGRAMS

- Arts in Education grants have a maximum award of \$5,000
- Arts in Education programs include a teaching artist from an arts organization leading a workshop or series of workshop or projects in a school within Carlsbad city limits
- These projects can include artist-in-residence programs and assemblies or performances
- Any partnership with an individual or organization must include a letter of agreement from partnering entity

## EDUCATIONAL INSTITUTIONS AND AFFILIATED GROUPS

- Requests are only available to nonprofit schools and authorized parent groups within Carlsbad city limits

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## EDUCATIONAL INSTITUTIONS AND AFFILIATED GROUPS – ARTS IN SCHOOLS

- Arts In Schools grants have a maximum award of \$1,500
- There is no limit to requests by school or district, though consideration will be given to projects of the same discipline from the same school
- To be eligible for funding:
  - In-school projects must not be part of the regular curriculum, and any teaching artist(s) funded through the Community Arts Grants must not be a permanent hourly or salaried employee in the school district in which they will be leading activities to be funded by the Cultural Arts Office
  - Out-of-school programs may utilize teaching artists that may also be employed in the district
- Any partnership with an individual or organization must include a letter of agreement from partnering entity

## SPECIAL OPPORTUNITIES

- Special Opportunities grants are micro-grants for new arts projects that become available after the deadline for the regular Community Arts Grants 2018 cycle has passed within the funding period of Jan. 1 – Dec. 30, 2018
- Requests will be accepted on a rolling bases, with a minimum of 30 days but recommended at least 60 days before the program or project is to begin
- Special Opportunity grants may not be used for any project currently utilizing funds from the City of Carlsbad, including other Community Arts Grants
- More information about Special Opportunity Grants will be available in November, 2017. Please contact staff with any specific questions regarding Special Opportunities grants

## APPLICANT INFORMATION

### PROGRAM SCHEDULE

<b>Oct. 30, 2017</b>	Applications for the 2018 cycle are due to be submitted electronically by 4 p.m.
<b>November, 2017</b>	Submitted materials are reviewed and scored by a peer panel consisting of local and regional artists and arts professionals, as well as members of the Carlsbad Arts Commission review. The panel will create a funding plan for review and final approval by the Carlsbad Arts Commission
<b>December, 2017</b>	Notification and awardee agreements emails will be sent to all applicants. Any applicant that receives 75% or less of requested amount will be required to complete a Revised Project Form
<b>January, 2018</b>	First payments of 80% of awards are disbursed

All grantees must complete a Final Report **within 30 days of program** end date to receive the final payment of 20% of award. Excessively late submission of a final report may result in a reduction in the final payment.

## REVIEW AND SCORING OF APPLICATIONS

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### GRANTEE PARTICIPATION IN REVIEW AND SCORING

- Applicants in all categories except Capacity Building have the ability to provide one representative on their behalf to:
  - **Be present during panel review and scoring of their organization's application**
    - Panelists are not able to provide any further information or communication during the panel's discussion, outside of questions relating to clarification if requested by the panel
  - **Provide a three-minute presentation to the scoring panel**
    - Presentations can, but are not required to include Power Point, video, sound, photos and other multimedia augmentation
    - Only one representative from each applying organization may give presentation and be present for panel
- While not required, it is strongly recommended that organizations take advantage of this opportunity to participate in their application's review process
- Presentations are not scored, and are included strictly as an opportunity to provide additional information and insight to organization and proposed project

- The date of the scoring panel will be set for November 15 for Educational Institutions & Affiliated Groups and November 17 for Arts Organizations. All applicants will receive information for schedule upon submission of application
- All applicants must be on site at least 45 minutes prior to scheduled time to allow for fluctuations in panel schedule. Any representative that is not present when the panel reviews their application forfeits their opportunity to be present

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## SCORING RUBRIC

Scoring of applications will be on the following criteria, with each category worth 20 points, or a maximum score of 100. The provided examples are for information purposes only and are not meant to be exhaustive:

- **Quality of Program(s)**
  - artistic merit of programs, qualifications of artists
- **Community Impact**
  - effective service to identifiable community, level of community involvement
- **Management Capability**
  - leadership strength, clarity and/or completeness of application, successful completion of past City of Carlsbad funded projects
- **Financial Health**
  - history of balanced budgets and fiscal responsibility, diverse base of financial support from the community
- **Sustainability**
  - sound management, long range planning, program or marketing innovation, presence of active, effective fund raising

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## OTHER REVIEW AND SCORING INFORMATION

- Incomplete applications, or applications with incorrect information, will not be referred to review & scoring panel

## GRANTEE REQUIREMENTS DURING PROJECT FUNDING PERIOD

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### FINANCIAL MANAGEMENT

Grant recipients are required to maintain accounts, records and evidence pertaining to costs incurred and revenues acquired under the respective grant program. Grantees should be able to provide upon request:

- Accurate, current and complete disclosure of the financial accounting (expenses and revenue) for the grant project
- Records that adequately identify the sources and application of funds for grant sponsored activities
- Accounting records that can be supported by source documentation, like invoices, receipts, bank statements, etc.

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### PUBLIC ACKNOWLEDGEMENT

- Grant recipients must credit the Cultural Arts Office for its support of the project in printed, electronic and broadcast promotion of the funded projects
- The following acknowledgement along with a logo (which will be provided, used in original dimensions) must appear on all printed and electronic materials concerning the funded project:  
"This program is funded in part by the City of Carlsbad's Cultural Arts Office."
- Grantees failing to provide public acknowledgement may be denied funding for future applications

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### PROMOTION

- Grantees are required to keep the Cultural Arts Office informed of all program dates and times. Grantees are encouraged and expected to:
  - Give notifications and invitations to the Cultural Arts Office in order to extend them to the Carlsbad City Council and the Carlsbad Arts Commission at least two weeks in advance of program

- Provide full and timely information to the Cultural Arts Office so grant-funded programs may be included in the Cultural Arts Office's publications, as opportunities arise. This includes providing high resolution photographs of the activities and participants of funded projects
- Extensively promote funded events and projects

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## SITE VISITS AND PROGRAM ATTENDANCE

The Cultural Arts Office staff may monitor grant projects during the course of the grant cycle, including potential site visits. The reports of these visits will be included in grant application files and provide a basis for evaluation of future requests

## POLICIES

- Once submitted, applications may be moved into a different category at the discretion of the Cultural Arts Staff
- The City of Carlsbad reserves the right to limit the funding amount to any applicant, regardless of eligibility or score in the panel process, based on funding limitations of goals of the program in a given year
- Cultural Arts Office staff actively and continually review and evaluate all aspects of this program and processes
- Changes occur throughout the funding calendar, and Cultural Arts Office staff will provide updates on changes as they are adopted
- Any proposed significant change or amendments to approved projects after approval of original application must be submitted in writing to the Cultural Arts Office by the grantee for approval before any grant funds are used, and before any execution of altered activity. This includes, but is not limited to, changes in purpose, scope, services, intended timeline, personnel, location, date, activities or budget
- The Cultural Arts Office reserves the right to review, cancel or reallocate funds to projects that have significantly altered or shifted from stated goals in the original approved application and/or revised project form. Any funds cancelled must be returned to the Cultural Arts Office within 30 days of notification
- No two entities (organization or school/affiliated groups) may apply for funding for the same project
- Funds may not be used for fundraisers, scholarships or similar requests

## OTHER INFORMATION

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### CARLSBAD ARTS COMMISSION MEETINGS:

- Arts Commission meetings are public, held throughout the year and provide opportunities for citizen comments on funding program guidelines, general and specific Arts Commission and Cultural Arts Office policies, objectives, budgets requests and other matters. During these meetings, public comments from organizations, artists and members of the public is encouraged

## HOW TO APPLY

### APPLICATION

All applications must be submitted online. The application is comprised of five sections, some of which include long answer sections and attachments. The application, as well as a PDF version for your information and other grant information, is available at [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts).

1. Contact Information
2. Funding Type and Category
3. Project Overview
4. Narrative
5. Budget
  - a. A Sample Budget Itemization is included as Appendix 2
6. Signature

## STAFF ASSISTANCE

Cultural Arts Office staff are always available to assist applicants. Please contact Megan Gilby, Community Arts Coordinator, at 760-602-2081 or by emailing [megan.gilby@carlsbadca.gov](mailto:megan.gilby@carlsbadca.gov)

## APPENDIX 1 – COMMUNITY ARTS GRANTS FAQs

- Are there any organizations ineligible to receive Community Arts Grant funding?
  - Yes. Any for-profit entity is ineligible to receive funding through the Community Arts Grants program. This includes schools and businesses.
- Is there an age limit for individual artists?
  - Yes. Any individual artist applying or receiving funds through a fiscal agent must be 18 on or before September 30, 2017.
- How are final awards decided?
  - All award amount decisions take into account the total amount of funding available, scores from panelists and the request from the applying entity. The scoring panel creates a funding plan based on these factors, which is forwarded to the Arts Commission for final approval.
- Can one school site apply for multiple Arts in Schools awards?
  - Yes. While there is no limit to applications from one school site, multiple applications from one site with projects in one artistic genre (i.e.
- What kinds of projects are ineligible for funding?
  - Projects that are general operating costs
    - Projects may not be the entirety of what your organization offers to the public (i.e. supporting an entire season of programming). Projects are one aspect of a larger event, or a project unto itself.
      - Examples could include: non-ticketed events at a large event with a mix of ticketed and non-ticketed performances, supporting new work as part of a larger season, specific series of concerts within the context of a larger festival
  - Capital improvements
    - Capital improvements are defined as significant equipment or building/improving a venue. Capital improvements have depreciation.
      - Examples can include: building a performance venue, purchasing substantial lighting board equipment, acquiring a kiln for an arts studio, remodeling an existing space (dressing rooms, practice rooms, etc.), improvements that are affixed to the permanent building (shelving, cabinets, storage racks)
      - Examples of non-capital improvements: instruments, instrument cases, sheet music
- Is the live presentation portion of the review session scored by the panel?
  - Presentations are not scored, and are included strictly as an opportunity to provide additional information and insight to organization and proposed project.
- Will we be penalized if we do not participate in the review session for our application?
  - Presentations are not scored, and are included strictly as an opportunity to provide additional information and insight to organization and proposed project. No organization will be penalized for not participating in the review session.
- What should be included in my presentation?
  - Please do not repeat any information in your application. Information can include
  - After the presentation, no participating by the applicant will be allowed, unless requested by the scoring panel for clarification purposes

Applicant:

COMMUNITY ARTS GRANTS 2018 - PROJECT BUDGET INFORMATION

PROJECT INCOME		PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
		Cash	Notes	Cash	Notes
Earned Income	Admissions	\$1,500	3 performances x \$5 ticket x 100 audience members		
	Gifts/Merchandise/ Concessions	\$0			
	Advertising	\$0			
	Other	\$0			
Subtotal Earned Income		\$1,500	Subtotal Earned Income	\$0	
		Cash	Notes	Cash	Notes
Unearned Income	Private	\$0			
	Individual	\$0			
	Public Support	\$2,000	\$1,000 San Diego County grant, \$1,000 Target grant		
	Applicant Cash	\$0			
	CAG Request Amount	\$1,500			
	Other	\$0			
Subtotal Unearned Income		\$3,500	Subtotal Unearned Income	\$0	
INCOME TOTALS		\$5,000		\$0	

Applicant:

COMMUNITY ARTS GRANTS 2018 - PROJECT BUDGET INFORMATION

PROJECT EXPENSES	PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
	Cash	Notes	Cash	Notes
Project Staff (non-artist)	\$1,250	20% of total Artistic Director cost		
Project Artist(s) or Arts Instructor(s)	\$3,000	\$1000 fee x 1 groups x 3 performances		
Educational Materials/Printing	\$500	Program printing		
Costumes/Props	\$0			
Sets	\$0			
Supplies	\$0			
Licensing/Royalties	\$0			
Rentals (space and/or other)	\$0	See in-kind		
Transportation	\$0			
Food & Beverage	\$50	Water and cookies for performers		
Marketing/Promotion/ Publicity	\$200	Fliers, posters, bookmarks		
Fiscal Agency Fee	\$0			
Other	\$0			
Other	\$0			
Other	\$0			

EXPENSES TOTALS \$5,000

\$0

Applicant:

COMMUNITY ARTS GRANTS 2018 - PROJECT BUDGET INFORMATION

IN-KIND	PROJECTED - APPLICATION		ACTUALS - FINAL REPORT	
	Value	Notes	Value	Notes
Space Rental	\$500	Doanted hall use from high school		

IN-KIND TOTALS \$500

\$0

Budget Notes:

For application, fill out only green. For final report, fill in blue.

You will only be able to fill out the cells highlighted in green or blue.

The budget must balance. Total income must equal total expenses.

Round all budget figures to the nearest whole dollar.

Enter a '0' in any cells that you don't have an amount to add.

Please give detailed descriptions for each line item in the notes column. For example, if your total admissions is \$1,000, enter "4 shows, 50 attendees, \$5 each."

Please insert your organization name in the top right header.